



***“iCIMS has helped our business by streamlining our recruiting processes and allowing us to recruit faster and expand at the accelerated pace we need to grow to serve our customer base.”***

Sylvia Sierra  
Recruiting Manager,  
Esurance

## The Challenges

Launched during the height of the dot-com craze, Esurance survived the industry’s implosion and has experienced rapid growth as consumers embrace the company’s non-traditional approach to auto insurance.

Like its customer base, Esurance’s employee numbers have grown steadily, adding as many as 200+ new hires each year. Aligning their business for customer satisfaction includes staffing the organization appropriately with quality hires to keep the business moving.

However, a confounded manual recruiting processes inhibited recruiters’ ability to track candidates and slowed their ability to present high-quality hires to hiring managers in the organization.

“When you are growing so quickly you have to staff up to keep the business going to support customer needs,” said Sylvia Sierra, recruiting manager for Esurance. “One of our biggest challenges had been getting the people we needed to fill open positions but at the same time hiring qualified candidates.”

Placing ads on job boards resulted in an inundation of resumes that were then manually sorted into Outlook folders, categorized as ‘good’ or ‘bad,’ depending on the listed experience and qualifications.

With a multitude of resumes being received each day and no comprehensive system in place to manage the influx, the organization had no ability to track candidates through the process, no way to easily identify which open position the candidates were applying for and no way to even know how many open positions they had at any given time. Coupled with an inability to search accumulated resumes for quality candidates, frustration mounted throughout the company.

## The Solution

“The way we were managing the process was inefficient and lacked a sense of organization,” said Sierra. “To support our growth strategy, we knew we needed to put processes in place that would help us quickly identify candidates for our hiring managers and improve our sourcing capabilities.”

Recognizing the power an Applicant Tracking Solution would bring to their recruiting process, Sierra reviewed offerings from 22 different vendors. After narrowing her selection down to four companies, she chose iCIMS’ Talent Platform and was able to implement and begin using the system in less than six weeks.

“Most appealing about iCIMS was their strong customer base, consistent recognition from industry sources as the most user-friendly, configurable solution on the market and their distributed server system, which delivers a system speed faster than other solutions available,” said Sierra. “iCIMS enables us to take advantage of an array of specialized job boards, automated approval process and integration with Outlook to improve communication both internally and with candidates interested in a career with Esurance.”

**iCIMS allowed Esurance to streamline its recruiting process and find better quality talent more quickly.**

## The Client

San Francisco-based, Esurance markets insurance directly to customers from its Web site, which offers real-time quotes, online access to accounts, and instant policy purchasing.

## Number of Employees

Approximately 1,200

## Challenges

- Rapid growth strained service levels across departments
- Need for quick, quality hires
- Manual resume review, screening, and sorting processes
- No way to track candidate- or job-related metrics
- Need for better sourcing techniques

## Key Benefits

- Fast, flexible, user-friendly system was quickly adopted by recruiters
- Excellent customer support
- Automated requisition approvals
- Better communication with candidates
- Efficient searching, screening, and reporting tools

## Results

iCIMS’ Talent Platform has been met with great success at Esurance. Instead of spending hours sifting through email folders looking for qualified candidates, iCIMS helps Esurance recruiters rapidly identify the most qualified candidates and move them through the process. Efficiency is further fueled by screening questions built into Esurance’s online application, which helps distinguish qualified from unqualified candidates by specific skills and credentials. The Esurance Career Center also allows candidates to easily view where they are in the hiring process, reducing inquiries for status updates. Now, Esurance’s recruiters are able to spend more time recruiting and less time sorting through stacks of non-applicable applicants.

Sierra praises the company’s Help Desk and notes that the team is “fast on their feet and there is little bureaucracy” when it comes to getting things done. Every inquiry is met with a response within 24 hours – enabling Esurance to react quickly to their hiring manager’s needs as well.

“Before, we’d receive over 1,000 resumes and it would take nearly two days to identify the top 100 – and, sometimes, we would miss the best candidate because their resume was sitting at the bottom of the stack,” said Sierra. “iCIMS has helped our business by streamlining our recruiting processes and allowing us to recruit faster and expand at the accelerated pace we need to grow to serve our customer base.”